WKMG

Flight Dates 10/16/12-10/22/12

15%

Product

MACK FOR SENATE

Original Date / Revision

Contract / Revision

Agency Com

10/15/12 10/15/12

262039 /

Billing Contact

Advertiser POL/Connie Mack/R/Sen/FL

919 Prince Street

Alexandria, VA 22314

John McLaughlin & Associa Agency

Buying Contact Marianne Campbell

Sales Office PHI

Sales Region NAT

End Date

919 Prince Street Alexandria, VA 22314

Agency Ref

600 Estimate #

Alt Order #

Order Sep

06374912

00:20:00

Billing Type

Cash

Order Type

GENERAL EOM/EOC

Billing Cycle

Billing Calendar BROADCAST

Demographic A35+

Rev Codes

AGY

POL

CAND

Product Codes PL-Senate-Republican

Priority

P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Totals

Order% Start Date Account Executive Kristen Waskie

100%

Order Share 100% Market Value 48500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan Order Totals Net Amount Gross Amount Rating Start Date End Date # Spots # of Spots Net Amount Gross Amount Month \$41,225.00 \$48,500.00 \$48,500.00 0.00 10/01/12 10/22/12 43 \$41,225.00 October 2012 43 0.00 43 \$41,225.00 \$48,500.00

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			Deset	O441 1 *	Time Dave	lon Cn	ata .	Poto Pri	Rtg Type	Tota Spots	<u>IS</u> Amount
Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	วเธ	Nate Fit		opota	
1 WKMG 10/22/12	10/22/12	Morn News at 6a	CM	6-7a	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
		Morn News at 6a									
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/12 1	0/28/12	1	1	\$600.00	0.00						
2 WKMG 10/16/12	10/18/12	Morn News at 6a	CM	6-7a	-T-T	:30	2	\$600.00 P-2	0.00 NM	2	\$1,200.00
		Morn News at 6a									
Start Date E	End <u>Date</u>	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12 1	0/21/12	-T-T	2	\$600.00	0.00						
3 WKMG 10/22/12	10/22/12	CBS This Morning	CM	7-9a	1	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
		The Early Show									
Start Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12 1	0/28/12	1	1	\$450.00	0.00		*****				
4 WKMG 10/16/12	10/19/12	CBS This Morning	CM	7-9a	-TWTF	:30	4	\$450.00 P-2	0.00 NM	4	\$1,800.00
		The Early Show									
Start Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Ŀ		

Print Date: 10/15/12

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262039

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

00:20:00 Order Sep

Advertiser POL/Connie Mack/R/Sen/FL Product MACK FOR SENATE

Estimate # 600

			Don't le	01-45-47	Since Davis	lan Cha		Poto Pri	Pta Typo	Tota	ıls Amount
Ln Ch Start	End	Inventory Code		Start/End T		Len Spo	Green Charles	Rate Pri	MANAGEMENT THE STATE OF THE STA	nun-racarbaniani (1800)	\$1,800.00
4 WKMG 10/16/1		CBS This Morning The Early Show		7-9a	- T WTF	:30	4	\$450.00 P-2	0.00 NM	4	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	-TWTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00	<u></u>					
5 WKMG 10/22/1	2 10/22/12	10-11a Let's Make Let's Make a Deal		10-11a	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00				····		
6 WKMG 10/16/1	2 10/19/12	10-11a Let's Make Let's Make a Deal		10-11a	-TWTF	:30	4	\$600.00 P-2	0.00 NM	4	\$2,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$600.00	Rating 0.00						
7 WKMG 10/22/1	2 10/22/12	11-12p Price Is Ri Price Is Right	ght CM	11a-12p	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
8 WKMG 10/16/1	2 10/19/12	11-12p Price Is Ri Price Is Right	ght CM	11a-12p	-TWTF	:30	4	\$1,200.00 P-2	0.00 NM	4	\$4,800.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$1,200.00	Rating 0.00						
9 WKMG 10/22/1	2 10/22/12	Local 6 News 12- Local 6 News 12-	-	12-1230p	1	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
10 WKMG 10/16/1	2 10/19/12	Local 6 News 12- Local 6 News 12-		12-1230p	-TWTF	:30	4	\$900.00 P-2	0.00 NM	4	\$3,600.00
<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	. "	Rating 0.00						
11 WKMG 10/22/1	2 10/22/12	News at 6p News at 6p	CM	6-630p	1	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
12 WKMG 10/16/1	12 10/19/12	News at 6p News at 6p	CM	6-630p	-TWTF	:30	4	\$1,400.00 P-2	0.00 NM	4	\$5,600.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	Rate \$1,400.00	<u>Rating</u> 0.00						
13 WKMG 10/22/	12 10/22/12	News at 7p News at 7p	CM	7-7:30p	1	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,700.00	Rating 0.00						
14 WKMG 10/16/		News at 7p News at 7p	CM	7-7:30p	-T-TF	:30	3	\$1,700.00 P-2	0.00 NM	3	\$5,100.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -T-TF	Spots/Week	Rate \$1,700.00	Rating 0.00						
15 WKMG 10/22/	1444		CM	11-1135p	1	:30	1	\$1,700.00 P-2	0.00 NM	1	\$1,700.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week	Rate \$1,700.00	Rating 0.00						
16 WKMG 10/16/			СМ	11-1135p	-TWTF	:30	4	\$1,700.00P-2	0.00 NM	4	\$6,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Original Date / Revision

10/15/12/ 10/15/12

Order Sep

Advertiser POL/Connie Mack/R/Sen/FL Product MACK FOR SENATE

Estimate # 600

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in Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Davs	Len Spots	Rate Pri	Rtg Type	Tota Spots	ls Amount
Ln Ch			The second secon	Complementation of the Complement		Constitution of the Control of the C		manage with the state of the st			\$6,800.00
16 WKMG	10/16/12	10/19/12	M-F 11p News	CM	11-1135p	-TWTF	:30 4	\$1,700.00 P-2	0.00 NM	4	\$6,600.00
			M-F 11p News								
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/	15/12	10/21/12	-TWTF	4	\$1,700.00	0.00					
E 17 WKMG		2 10/17/12	Wed 7-8p	CM	7-8p	2	:30 2	\$1,700.00 P-2	0.00 NM	2	\$3,400.00
L () WIGH	(0/1//12	2 10/1//12	Wed 7-8p SENA	TE DEBA	,-						
Ct-	- Data	End Date	Weekdays	Spots/Week	Rate	Rating					
	rt Date		2		\$1,700.00	0.00					
Week: 10/		10/21/12				1-	:30 1	\$350,00 P-2	0.00 NM	1	\$350.00
18 WKMG	10/20/1	2 10/20/12	7-9a CBS This M		7-9a	T-	:30	\$350.00 F-2	O.OO INIVI	'	ψ000.00
			7-9a Sat Early St	NOC							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/	15/12	10/21/12	1-	1	\$350.00	0.00					
19 WKMG	10/20/1:	2 10/20/12	Sat 11p News	CM	11-1135p	1-	:30	1 \$1,700.00 P-2	0.00 NM	1	\$1,700.00
			Sat 11p News								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	1-	1	\$1,700.00	0.00					
		2 10/21/12	CBS Sunday Moi	ning CM	9-1030a	1	:30	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
20 VVKIVIG	10/21/1	2 10/2//12	CBS Sunday Mo	-	3-1030a	-	.50	. • • • • • • • • • • • • • • • • • • •			•
			=		Data	Dating					
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	15/12	10/21/12	1		\$1,400.00	0.00			0.00 184	1	¢4 000 00
21 WKMG	10/21/1	2 10/21/12	1030-1130a Face	e NatiorCM	1030-1130a	1	:30	1 \$1,800.00 P-2	0.00 NM	'	\$1,800.00
			Face The Nation								
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/	/15/12	10/21/12	1	1	\$1,800.00	0.00				J	
									Totals	43 \$	48,500.00
											1